



Cisco Leverages Centercode to Handle Their Growing Beta Needs

Company
Sector
Revenue

Cisco Systems
Networking Equipment
\$46 Billion

Challenge

Before Centercode, Cisco's telepresence business unit was primarily using email and spreadsheets to run early field trials (EFTs) with their enterprise customers. Since many of their EFTs (or beta tests) were relatively small, the Cisco team was able to keep track of the feedback, even though they didn't have any dedicated tools. "The problem was that our group was expanding and our manual processes couldn't scale with it," says Nitasha Walia, Technical Marketing Engineer at Cisco.

The Cisco team faced three challenges. First, they often had one customer site testing up to five or six products at a time, making it difficult to ensure that feedback was getting to the correct person on the Cisco team. Second, their team is global, with staff in California, Europe, and India, making coordination and standardization difficult. Third, once a test grew to more than 10 sites, the amount of feedback became too overwhelming to manage manually. As a result, the team started looking for an outside platform that would make it simpler for their customers to submit feedback, and easier for their expanding internal team to manage that feedback.

The big advantage with Centercode is the feedback management. Being able to log the issues on a web portal and having the trackability that goes with that is extremely important to us.

-Nitasha Walia, Technical Marketing Engineer @ Cisco

Solution

After researching available options and asking others within Cisco about their experiences, the group decided to use the Centercode beta test management platform to manage their beta program. Starting in the San Jose headquarters, the team began growing their beta program: first to their team in Europe, then to another business unit that merged with theirs. Soon, the Centercode platform allowed them to run larger tests than they ever had before.

“Usually our tests have 10 or 12 customer sites, but we had a test come up that had 55 customer sites and over 100 users. Centercode became immensely useful at that point. Everything was in one place and we could have four or five of our team members reviewing feedback at once,” says Walia. The feedback management tools within the Centercode platform allowed them to quickly process, respond to, and track feedback from customers. Centercode’s template feature helped them launch new projects quickly and get new team members across the globe up to speed with Cisco’s best practices. This has allowed Cisco’s team to manage their early field trials more efficiently and effectively than ever before.

The cherry on top with Centercode is being able to share documents within the platform. It’s very convenient for our team.

-Nitasha Walia, Technical Marketing Engineer @ Cisco

Results



2 years in Centercode



834 customers



60 products tested



2,120 pieces of feedback



27 product managers



21,181 emails sent

Learn more about Centercode at www.centercode.com/software